

Event Website Content Guideline

The goal of this project is to learn how to work as a team, communicate and build a site together, practice code, try out prototyping, learn more about type on the web + how to make a cohesive design system.

Task

Your task is as a team, prototype design, code + build a 3 page event website with a cohesive design system.

Roles

Design Lead(s) — responsible for Design System, with feedback from group members, responsible for organizing fonts, header graphics and any hex codes for color, graphic elements, copyright free images

Code Lead — responsible for coding structure, creating a github or figuring out hosting, creating css grids, saving out any assets to be the correct size and taking feedback from the design lead

Project Manager — responsible for creating file structure, organizing notes, inspiration, creating the paper prototype, thinking through the goals of the concert, creating audience personas, generally creating due dates, task lists and keeping everyone on track to finish the project

As a group choose between the roles,

*The question you should strive to answer is
How can we work as team effectively?*

Design Systems

Here's some information on design systems

<https://www.invisionapp.com/inside-design/guide-to-design-systems/>

Here's some examples of an Event Site:

<https://www.coachella.com/>

<https://www.lollapalooza.com/>

<https://www.bonnaroo.com/>

<https://burningman.org/>

<https://www.glastonburyfestivals.co.uk/>

There are plenty more!

https://en.wikipedia.org/wiki/Rock_festival#Historic_rock_festivals

Prototyping

You must come up with a paper or XD prototype of your site before you begin coding it, your prototype will be due for review in class. The prototype should go over how the user moves through the site, various links and directions for their experience.

Group Files

The project manager must create a system for how to organize files, come up with a folder structure that makes sense and create a shared google drive for your group files. You should also be sharing links / inspiration or notes via Are.na.

Content Required

Make up a Fictitious Festival with your group:

Context

You've been tasked to create an event site for the next hottest concert after the pandemic. This event site should be for a fictitious event that you create. You can choose real musical

artists that you like, but the tagline and name should be original.
(You can base it on past events that you research)

Come up with this information

Fun name of the event

Dates + Music Line Up

Packages: VIP or Special Event, General Admission

How to buy Tickets?

Location + How to get there?

Anything else special about the event

Stock Images of the event

Graphic Elements + Mood

A Tagline

—————

For your event website you will create a style guide that includes the following:

Typography:

h1, h2, h3, h4, h5 and h6 body copy, bold and italic

Grid:

Rows in pixels, Margins, Padding

Colors:

Primary + Secondary

Additionally:

Buttons, Forms, Hero or Feature Block, Imagery or Photography,
Special Icons, Mood, Tone, Copy

This project is worth 20% of your grade

Here are the things I'm looking for in your project

Demonstrates an ability to work effectively in a group setting

Negotiates team roles

Creates a unique event concept

World building answers all relevant asks

Style Guide is apparent

Prototyping is completed

Able to create and deliver on time